

The Role of Business in Education

Pete Yonkman

President, Cook Group and Cook Medical



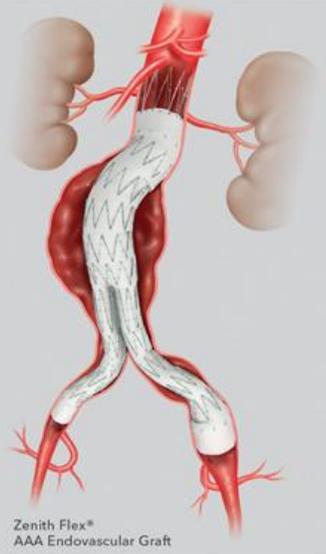


For over 50 years, we have been a family-owned company that takes great pride in its commitment to quality and the patients we serve.

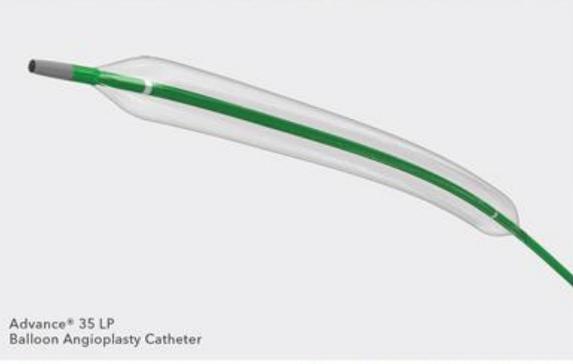


Overview





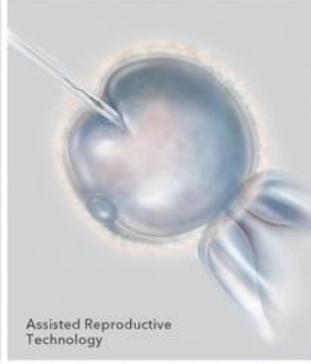
Zenith Flex® AAA Endovascular Graft



Advance® 35 LP Balloon Angioplasty Catheter



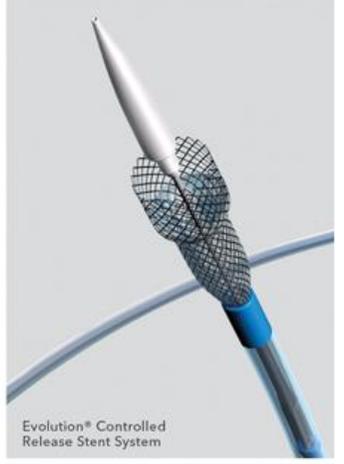
Coda® Balloon Catheter



Assisted Reproductive Technology



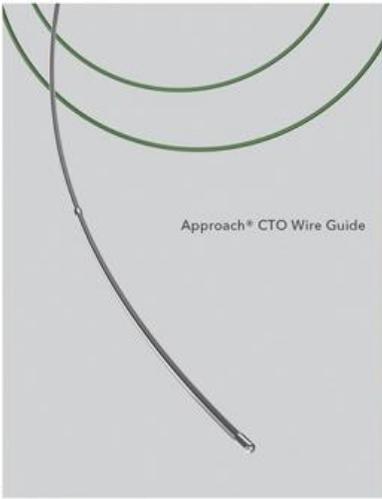
Zilver® Self-Expanding Stent



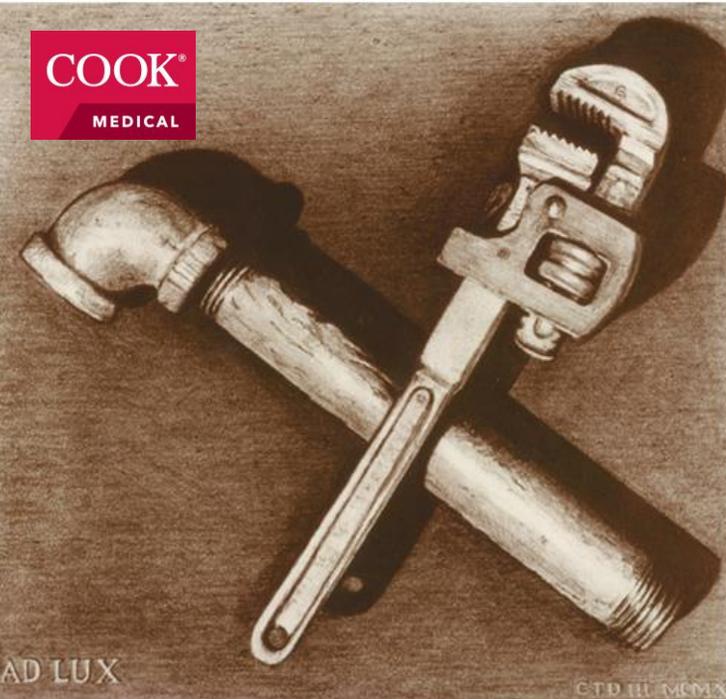
Evolution® Controlled Release Stent System



Resonance® Metallic Ureteral Stent



Approach® CTO Wire Guide



COOK MEDICAL



Evolution® Mechanical Dilator Sheath



Angiographic Catheters



Günther Tulip® Vena Cava Filter



Cook Spectrum® Antibiotic Impregnated Central Venous Catheter



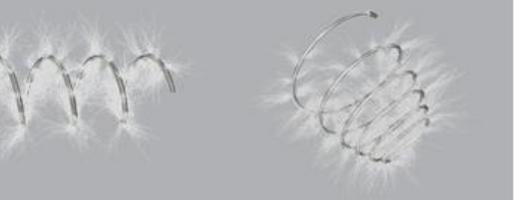
Flexor® DL Dual Lumen Ureteral Access Sheath



Ciaglia Blue Rhino® Percutaneous Tracheostomy Introducer Set



Bakri Postpartum Balloon



Embolization Coils



Percutaneous Drainage Catheters

COMPANY STRUCTURE

Cook Group Incorporated

Cook Group Incorporated is made up of 5 different business lines

**Resort
Business**

- French Lick
- West Baden
- Canton Harvester Inn

**Property Management
Business**

- CFC Properties

**Service
Business**

- Cook Family Health Center
- Cook Aviation
- Cook Travel
- K-Tube
Component Manufacturing
- Cook Shared Services
- Architecture

**Life Sciences
Business**

- Cook Biotech
Regenerative Medicine
- Cook Regentec
Cell Therapy
- Cook Myosite
Cell Therapy
- MED Institute
Contract Service Provider
- Cook Animal Health
Veterinary Products

**Medical Device
Business**

- Cook Medical

COOK GROUP

Our Purpose

We are a family of ethical and entrepreneurial companies that exists to empower people and communities to reach their full potential.

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COOK GROUP

Our Perspective

“The best thing you can do for someone is give them a job.”

– Bill Cook

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Our Perspective

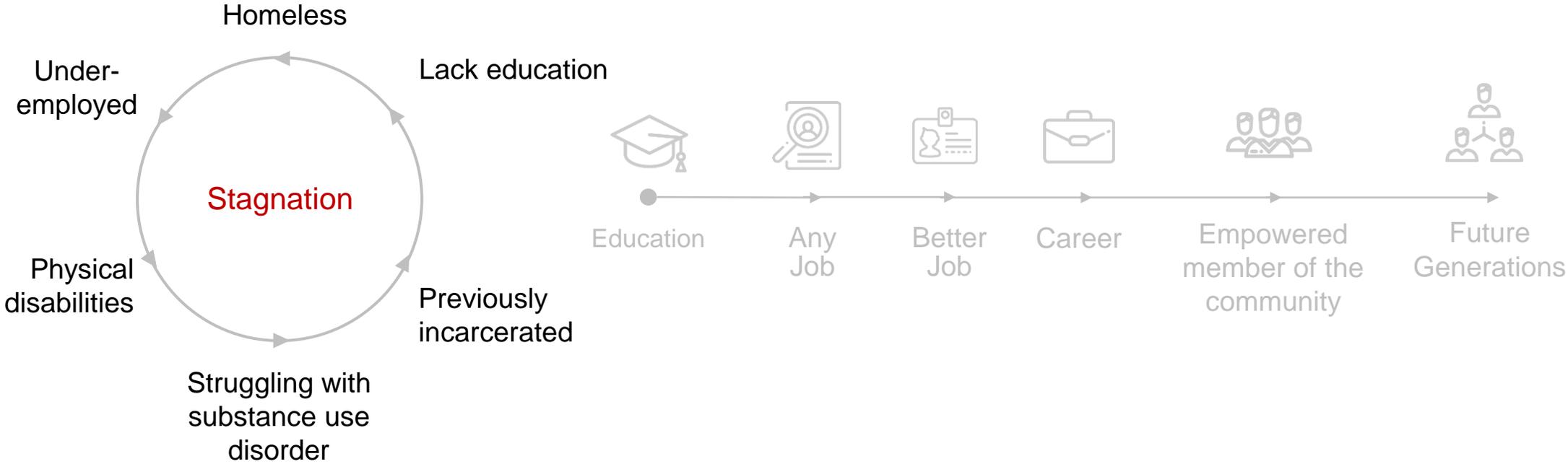
“The best thing you can do
for someone is give them
an education and a job.”

– Bill Cook

Creating Opportunity



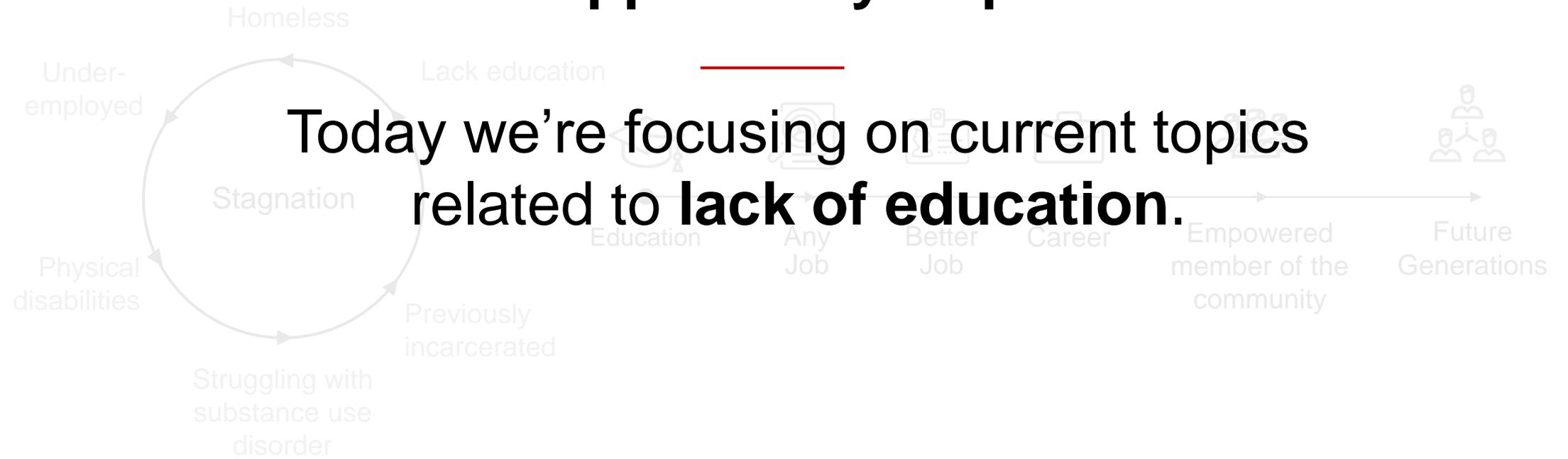
Barriers to Opportunity



CREATING MOBILITY

Barriers to Mobility

Opportunity Gap



Education Initiatives at Cook



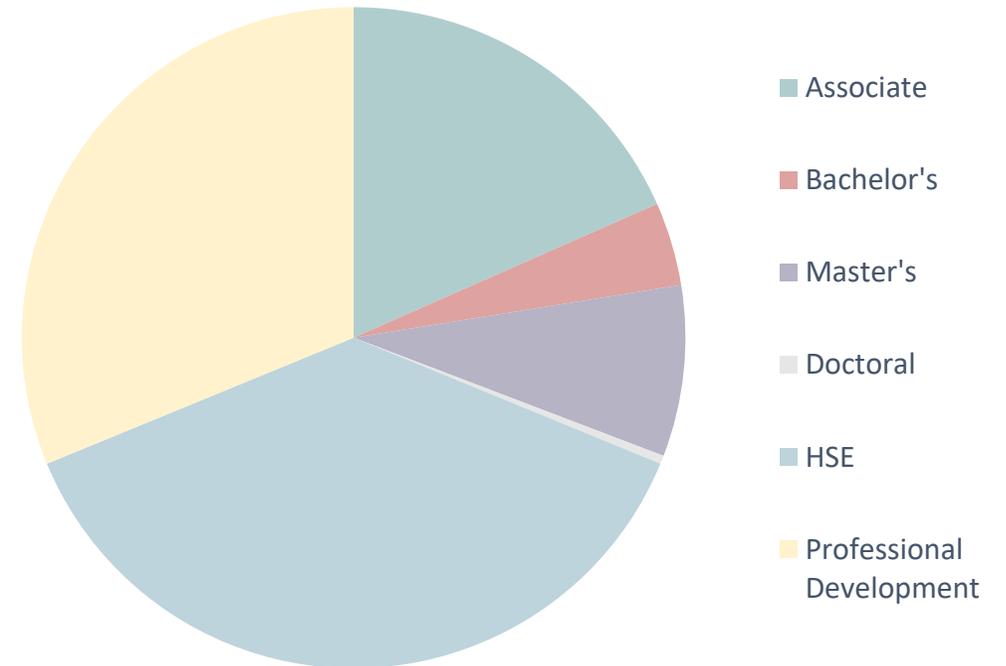
My Cook Pathway

- High School Diploma Program
 - Work part time in morning go to school in afternoon
 - Get paid full-time
- Employees at Cook have access to free education
 - From High School diploma to master's degree
- Built partnerships with local school systems, community colleges, universities, and online schools to make possible.



My Cook Pathway

- 450,000 Hoosiers without a high school diploma
 - 29,000 in the area
- 2,298 employees enrolled in MCP since 2016 (across all programs)
- Over 400 graduates since 2016
- 939 employees currently enrolled as of October 2021



[Nicole's Story](#)

Readable English Program

- Specific schools in Bloomington area struggling with low literacy rates, leading to high dropouts by high school.
- Through local community connections, Cook heard of reading/literacy program and sponsored pilot group at a struggling school.
- Facilitated sharing results with other school systems through local networks.
- Program adopted by school boards in 19 districts, for a total of 37 schools and almost 5,000 students

WHAT WE'RE DOING NEXT

Serving an Indianapolis Community

- Goodwill & Cook Medical are establishing a new medical device manufacturing facility in an underserved Northeast Indianapolis neighborhood:
 - Crime is 3.17 times the national average*
 - 19.6% unemployment rate**
- The project will bring 100 jobs to that neighborhood, with goal of hiring from within the neighborhood.



**Source: 2018 crime data, ADT*

***Source: American Community Survey, 2016 US Consensus*



Serving an Indianapolis Community

Key facts about this project:

1. Jobs will be more geared towards long-term employment and career fulfillment. Higher skill manufacturing, etc.
2. Employees will have access to free education from high school all the way up to a Master's degree.
3. Goal is to be built and maintained using 100% local and minority-owned businesses.
4. Site will be registered as a medical device manufacturer with the FDA.
5. A community entity will own 49% of the building. Revenue and equity will inure to the benefit of the community.

Importance of Goodwill Partnership

Goodwill will manage and operate the facility and provide employees with the following wrap-around services:

- Full-Time Employment
- Assessments (barriers, etc.)
- Housing
- Support Group Stabilization
- Legal Aid Assistance
- Mental/Physical Health
- Intensive Case Management Services
- Substance Abuse
- Diversity and Inclusion
- Soft Skills Training
- Steps to Success Employee Development Model

Serving an Indianapolis Community

Next phase: **Indy Fresh Market**

- Full-service grocery store will bring needed food source to the community
- Store will be owned and operated by two local entrepreneurs, Michael and Marcus, using rent-to-own model
- Will bring additional jobs to the community
- New partnership with Martin University will create certificate and degree programs in grocery store operations
- Goal is for project to be replicated in other communities



Challenges Ahead



Demographic Cliff in Collegiate Education

- 2008 recession caused decline in birthrate, contributing to an anticipated 15% decline in freshman prospects starting in the year 2025.
- COVID-19 pandemic decreased birthrates (effects to be felt in 2037)
- Decreased interest in 4-year degree programs, increase interest in online and certificate programs
- Employers dropping degree requirements for hiring
- National student loan debt is in the trillions

Gender Gap in Collegiate Education

- The education gap at the collegiate level has been widening for 40 years
 - End of 2020-2021 school year 60% of college students were women, 40% men
- Too many obstacles and distractions: videogames, pornography, increased fatherlessness and cases of overdiagnosis of boyhood restlessness and related medications
- Make money after high school vs. attending college
- Less likely to ask for help when falling behind

Homeschooling on the rise

- Approximately 1.2 American families switched to homeschool in the last academic year
- In spring 2020, 5.4 percent of surveyed households reported homeschooling their children. By fall 2020, the figure had doubled to 11.1 percent.
- Homegrown curriculums, lacking legal requirements
- Resulting drops in enrollment impact funding and can have dire financial consequences for public school districts

STEM Focus

- Recent push to get students into STEM careers has come at the expense of trade professionals
- From an early age, students see emphasis on going into 4-year degree programs
- Many students are going into 4-year programs without a plan or direction
- While those with bachelor's degrees are likely to earn more in their lifetime than those without, those average earnings are decreasing
- People with career and technical educations are more likely to be employed
- Current shortage of trade workers

How do we address these challenges?

- Number of non-traditional students is increasing, meet students where they are
 - Provide paid internships and apprenticeships so they can work and take classes at the same time
 - Opportunity for professional experience while still in school
 - Wrap-around services help set up students for long-term success
- Partnerships between employers and educational institutions
- School system leaders and education policymakers should work together to support families that became homeschoolers

Sources

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Questions?

